

ABSTRACT

SITI NURJANAH. A *Brand Image*, Quality And Price Perceptions Towards Customers' Loyalty On Parsley Bakery Products In Yogyakarta. Guided by: **INDAH WIDOWATI** and **SITI SYAMSIAR.**

This research was aimed to analyze a *brand image* influence, quality and price perceptions towards customer loyalty of Parsley Bakery products and to know the obstacles in attempts to improve Parsley Bakery customers' loyalty. This research used a multiple linear regression with 100 respondents. The result was known that a *brand image* had a mean score of 85.146%, quality perception had a mean score of 81.3%, and Parsley Bakery customers' loyalty had a mean score of 82.88%, and the result showed that *brand image*, quality and price perceptions jointly affected customers' loyalty.

Keywords: *brand image*, quality perception, price, customers' loyalty.